

## HYUNDAI NEW MARKETING BOSS BRINGS EMOTIONAL CONNECTION TO THE RATIONAL CHOICE



### HYUNDAI

Successor to Joel Ewanick as the Vice President of Marketing for Hyundai Motor America, Steve Shannon, has already taken a bold move and discarded a campaign by previously created for the 2012 Veloster by Hyundai's agency, Innocean. According to Shannon, he felt that the company could do something better. Shannon firmly believes in connecting emotionally with the consumers. He felt that the new campaign, as well as other campaigns that have defined the Hyundai brand, have fallen short with connecting to the prospective customer. In an attempt to enhance the campaign, Shannon added 15-second commercials targeted to Gen Y buyers that lack a long attention span. The original campaign featured no television spots for the 2012 Veloster. He has taken over the marketing division at a climactic high in sales for the company. Although the company is feeling the rewards of such a good sales year, Shannon refuses to slow down now. In fact, he believes that now is the time to really place the marketing foot on the pedal and move forward at a repaid pace. As he begins to build to the successful marketing division of the company, Shannon sees one major room for improvement: emotional connection. He believes that consumers may eventually lack a need for the Accent or Sonata, two of the company's most popular vehicles. If the company builds its marketing around the rational need for these cars, the company will fail when the car is no longer in demand. Recognizing this truth, Shannon is working to establish an emotional connection and need for the company brand, not its products. While product specs are important, it is the trust and identity the consumer finds in the brand itself that will allow it to stay around even as the demand changes in the further. One of his first tactics to establish this connection with consumers is through one of America's most beloved fall activities: football. The company has created ads that connect the Korean automaker with the American culture through football. These ads will feature a symbol from a different college football team on each commercial. Shannon wishes to convey to the consumers that much like fans feel intense passion for their favorite football team, likewise Hyundai owners feel that same kind of passion about the cars they drive. Over the years Hyundai has come across as the logical choice. With its fuel economy, long warranty and value, a Hyundai car proves to be the logical, rational choice for a car shopper. However, when advertising to a passionate generation of consumers, advertisers must connect on a more intimate level, evoking a sense of passion for the brand. Shannon plans to prove that Hyundai is more than simply the left-brain choice, but that it is the best choice for both logic and passion.

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